

# EXECUTROL a New Concept in Human Engineering



## Partial list of EXECUTROL USERS

American National Bank  
& Trust Co. of Chicago  
Bendix Corporation  
Continental Coffee Company  
Federal Aviation Agency  
Florists Telegraph  
Delivery Assn.  
IBM Corp.  
Lockheed Aircraft Corp.  
Marina Federal Savings  
North American  
Aviation, Inc.  
Pacific Gas & Electric Co.  
Pittsburgh Plate Glass Co.  
W. A. Schaefer Pen Co.  
Schlumberger Well  
Survey Corp.  
Springdale Mills  
Texas Steel Co.  
The Toni Co. div. of Gillette Co.  
The Upjohn Co.  
Western Electric Co. Inc.  
West Virginia Pulp & Paper Co.  
Zions First National Bank

*"so simple to use it should have been developed years ago"*  
V. Donald Schoeller, President, The Management Process Co.

EXECUTROL is a *NEW*, COMPACT 10 channel inkless RECORDER designed to *measure* and *record* the time an administrator spends on various duties in and out of his office. The use of this versatile tool *will enable the executive to evaluate himself* by examination of a printed record on a time-graduated tape which reveals the "unplanned" as well as the expected activities of his work day.

The EXECUTIVE/MANAGER will rapidly find the EXECUTROL an invaluable tool in SELF-ANALYSIS. Every day its tape becomes a personal, private record of how he managed his time that day. *Properly interpreted, it can show the way to accomplish more productive use of his time.*

Today's frantic pace *d demands* more of Management than ever before. The executive *must* know *where* the "lost" time goes, so that he can properly delegate functions to other, freeing himself for his proper concern, decision making.

### EASY TO OPERATE:

The legend on the illustration is a guide only. The executive will list *his own particular specifications* and assign a pushbutton to each. Each button energizes the stylus on its matching channel on the tape. Thus pushing button Number One of our illustration would

start the stylus of Channel One printing. Pushing any other button immediately cancels the previous track and starts the matching stylus printing in *its* channel.

Reference to the printed time-graduated (hours and minute segments) tape, illustrated above, will show how EXECUTROL operates.

Note that each change of work such as dictating, speaking on phone, reading mail, "thinking" (if you so designate a button) leaves its mark in time expended, so long as the proper button is pushed!

EXECUTROL operates on regular 115 V. AC. Installing a new chart is similar to and easier than loading a camera. Tapes come in 30 foot rolls and at 6 inches an hour, for instance, EXECUTROL will use 4 feet for an 8 hour day. Since 1/10 inch represents 1 minute, (on Model 506) even the slightest interruption will be visible and recorded.

### CHOICE OF MODELS:

Choose the proper tape speed in accordance with the frequency and duration of your particular work flow. Model 506 is the more popular.

**No. 506** (6" per hr. tape speed; 5 minutes = 1/2") **Net Price \$169.00**  
**No. 512** (12" per hr. tape speed; 5 minutes = 1") **Net Price \$169.00**  
Price includes 7 rolls of charts; extra charts \$9.00 per box of 6

*News of EXECUTROL has appeared in the following Business and Management PUBLICATIONS:* Printers' Ink, Modern Office Procedure, Business Management, Factory, Purchasing Week, Financial Times, Dartnell Publications, International Business Equipment, London Financial Times

## MEYLAN STOPWATCH CORP.

264 West 40th Street ■ New York, N. Y. 10018 ■ PE 6-0719

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# MEYLAN STOPWATCH CORPORATION

264 WEST 40TH ST., NEW YORK, N. Y. (10018) TEL. (212)PE6-0719

March 1, 1965

SUBJECT: Executrol Item No. 153

Systems Const  
Box 1546  
Poughkeepsie, N.Y. 12603

Gentlemen:

ATT: Mr. T.H. Nelson

Thank you for your inquiry through The Office magazine.

EXECUTROL is a new self timing device for busy executives who must know the "when", "where" and "how much" of their time is spent on items which could be delegated to provide more time for "executive decision", their prime and proper function. Details on the operation of EXECUTROL are given in the attached bulletin. EXECUTROL points up graphically where extra time, they so badly need, is sacrificed. Self-analysis is the invaluable tool for top management and EXECUTROL is the key that opens a new golden era of executive time study with resultant savings.

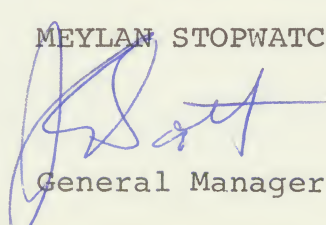
Although designed primarily for self-evaluation and self-analysis, it is an extremely versatile instrument and can be used to record many different classes of activities or functions. For example, it could be "loaned" to a receptionist to record the types of people who call and how long they stay. The applications of EXECUTROL are limited only by the imagination of the user.

Shipment will be made promptly upon receipt of your order, and if you wish, on a free 10 day trial basis. We know one test will convince you. As indicated, it is priced for direct sale to the ultimate consumer at \$169.00 net, f.o.b. New York.

If there is any question, we are at your service.

Yours very truly,

MEYLAN STOPWATCH CORPORATION

  
General Manager

JEScott:fr  
Enc. (1)